Broadcasting Oct 15

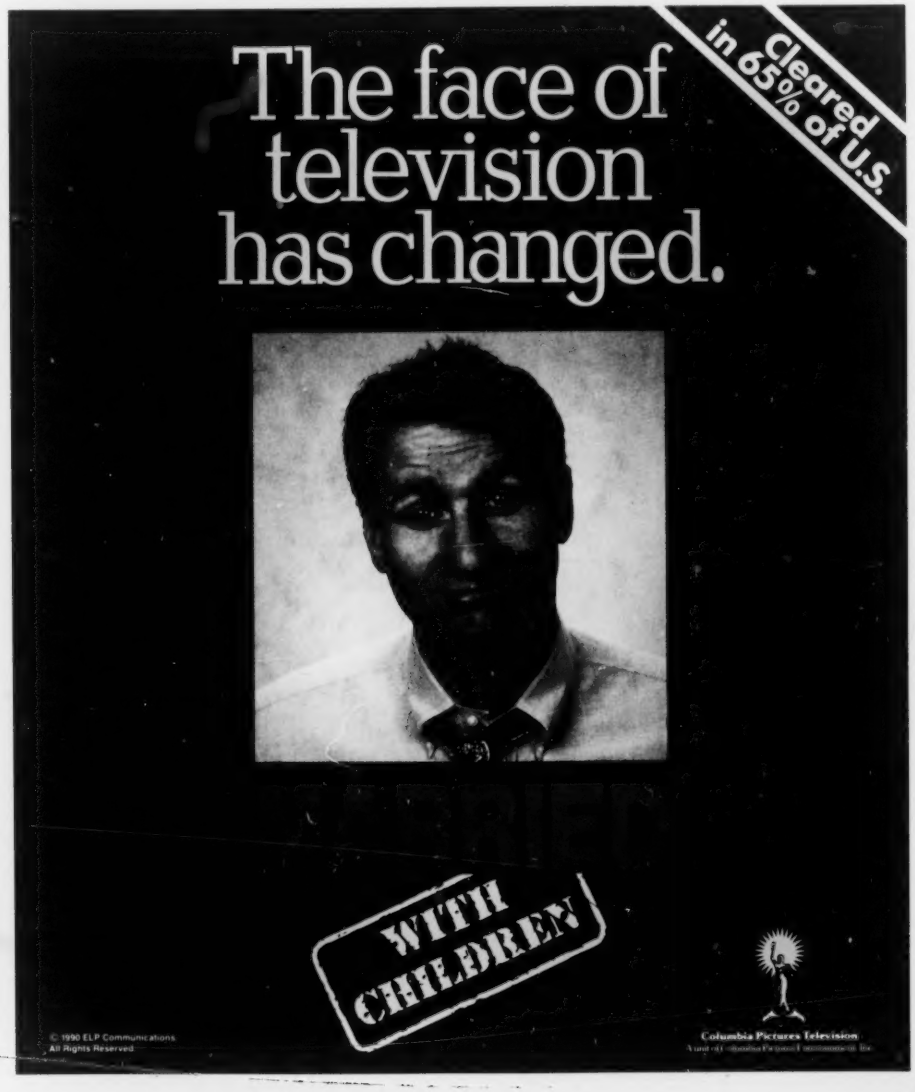
Reaching 113,000 readers every week — 59th Year 1990

TELEVISION / 53
Salzman branches out
Moonves moves up
in Lorimar shuffle

RADIO / 65
This year's
radio buzz-word:
the financial workout

CABLE / 60
TCI leads the charge
to give cable
a new image

BUSINESS / 70
Plans are already
underway for new
children's TV



Vol. 119 No. 16

Wall Street downgrades network earnings

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THIS WEEK

31 / CHANGING TIDES

TV network earning estimates are cut by Wall Street analysts. Uncertainty in advertising and ratings may lead to further revisions.

32 / MIPCOM FRONT

Among the news from the fall program market in Cannes, France: German pay film channel Premiere, due to launch next spring as a joint venture between Canal Plus of France and Kirch Group of Germany, has selected the European satellite Astra as its main direct-to-home satellite. Also, Carolco Films International has entered into a multi-year output deal with England's ITV network, and MTV will air a weekly hour in the Soviet Union.

35 / CHANGING NEWS

NBC-owned WRC-TV Washington has added a new twist on the nationwide search for ways to create more local news at little extra cost—a long-term agreement to produce a 7:30 p.m. half-hour of "headline" news to be aired on independent Washington UHF WFTY(TV), beginning New Year's Eve.

37 / INTV MEET

Going into next week's INTV directors meeting in Naples, Fla., many board members believe that the Fox stations still have too much in common with other independent stations to defect any time soon. (See also page 74.)

38 / NBC UNBUNDLES PPV OLYMPICS PRICING

NBC and Cablevision have responded to complaints from cable operators about what they consider an expensive and inflexible pricing package for the 1992 pay-per-view Olympics. Still priced at $150 for 15 days, new preliminary pricing options now go as low as $40 for a single day. For cable, the price may still be too high, but some NBC affiliates don't want to see it go any lower.

42 / TV TECHNOLOGY: 1990

Although adjusting to emerging TV technologies will be complex and expensive, the final effect will be new, more cost-effective operation for stations and a doubling of picture and sound quality in the home. In this special report, BROADCASTING looks at high-definition TV—which some say will be here sooner than anticipated—and digital technology, which is expected to have a greater effect on mobile production. Also, beginning on page 50: a look at how technical experts worldwide view the status of HDTV and digital development.

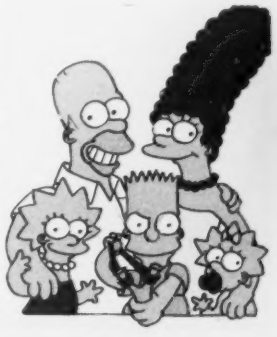
53 / NEW MILLENIUM

David Salzman has turned over his presidency of Lorimar Television to Les Moonves, executive VP, creative affairs of the Time Warner-owned studio division, to create Millenium, a multi-media independent production company affiliated with Warner Bros. Inc.

56 / STEELING VIEWERS

Producer Doug Cramer and NBC are going up against CBS's post-season baseball coverage with two Danielle Steel novels turned into TV movies. The two projects are the first of many Steel adaptations to come, since The Cramer Co. has an exclusive agreement with the author to produce any of her unproduced books.

Bart vs. Bill (page 31)



60 / CABLE ADS

TCI has launched a multi-million dollar national ad campaign—with the help of Hal Riney and Partners—in spots laced with warm, fuzzy, down home images. The nation's largest MSO has also called on NCTA to create an industrywide public relations effort.

64 / FNN FOR SALE?

Financial News Network's financial auditing problems may make the company more attractive to prospective buyers and make its owners more willing to sell.

65 / WORKING OUT

With broadcasters facing the loss of considerable equity and banks standing to lose millions in principal and interest, the financial workout has become a growing fact of life in the 1990's. By most definitions, that involves the negotiated restructure of a station's debt, possibly (and usually) leading to the eventual sale of a station.

70 / BABY MARKET

The industry is moving ahead on changing the children's day part without waiting for the administration to act on legislation. In the works are new programs, revised shows and revised barter splits.

74 / KEEPERS OF THE INDEPENDENT FLAME

Independent TV stations not affiliated with Fox

Broadcasting Co. are, in many cases, enjoying the same success as their Fox brethren. With more programing available and fewer stations competing for it, "true independents" (the term they prefer) are able to bid on previously unattainable fare. Another plus, as Fox affiliates improve, so do their rate cards, allowing non-Fox independent stations to raise their rates and prevent downward pricing pressure. The greatest concern to independents today may not be rival broadcasters, but basic cable networks that sometimes pay more for movie packages than independents are willing to spend.

75 / PROFITS DOWN

A 19% jump in Broadcast Group costs has caused a sharp decline in CBS's third quarter earnings. Television network programing costs are blamed.

78 / 'STILL IN'

Two months ago, NBC Cable President Tom Rogers said he had lost considerable faith that cable programers would risk alienating cable operators to deal with competing multichannel TV services like the prospective $1 billion direct broadcast satellite service Sky Cable. NBC, he had said, had become "much more convinced" that legislation mandating DBS access to programing had become necessary. Now that such a law appears dead in the current Congress, NBC partner News Corp. says it is "still in" Sky Cable. But NBC President Robert Wright has intimated the network will return to square one on the $75 million DBS gamble.

Crosby, Stills and Nash in high-definition on MTV (page 42)

80 / FIN-SYN FODDER

The group representing Hollywood producers and others in the battle over fin-syn, said it was "simply flat wrong" that repeal of the rules would benefit independent producers, as CBS and NBC claim.

82 / REGIONAL FRANCHISES

Britain's commercial TV broadcasters, just months away from a government-imposed auction of their regional franchises, may have to compete against far fewer bidders than was once expected. Among those likely to emerge as players are European media companies and U.S. companies, especially Hollywood's major studios, which were advised to concentrate on their advantage in global program supply.

Children's TV daypart is changing (page 70)

INDEX

Advertisers Index	102
Business	70
Cable	60
Changing Hands	72
Classified Advertising	89
Closed Circuit	6
Datebook	12
Editorials	106
Fates & Fortunes	99
Fifth Estater	103
Focus on Finance	76
For the Record	83
In Brief	104
International	82
Masthead	26
Monday Memo	27
Open Mike	26
Programing	53
Radio	65
Ratings Roundup	59
Riding Gain	68
Special Report	42
Stock Index	76
Syndication Marketplace	58
Technology	42
Top of the Week	31
Washington	80

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& Cable

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Hour. Copacabana, New York. Information: (212) 768-4510.

Oct. 17—*Washington Metropolitan Cable Club* meeting. Speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Washington Marriott, Washington. Information: Melva Daniel, (301) 294-7610.

Oct. 17—*Society of Broadcast Engineers, New York chapter 15*, meeting. Topic: broadcast cartridge machine technology for the 1990's and a new technique on digital stereo generation for FM broadcasting. New York Times building, New York. Information: Chris Tobin, (212) 541-9200, or David Bialik, (212) 634-6595.

■ **Oct. 17**—"Hard Work, Dedication and Commitment to Your Customer," meeting of *American Women in Radio and Television, Houston chapter*. Holiday Inn Crowne Plaza, Houston. Information: Jennifer St. John, (713) 621-2680.

Oct. 17-18—*San Diego Communications Council*'s fourth annual conference. Theme: "Uncertain Future: New Directions for Communications Technologies and Public Policy." Participants include: FCC Chairman Al Sikes; Ambassador Diana Lady Dougan; Brian Lamb, C-SPAN; James Robbins, Cox Cable Communications; Stephen Petrucci, Hughes Communications, and David Bartlett, Radio-Television News Directors Association. La Jolla Marriott, La Jolla, Calif. Information: (619) 237-2430.

Oct. 17-18—*Kentucky Broadcasters Association* convention. Luncheon speaker: Pierson Mapes, president, NBC-TV. Radisson, Lexington, Ky.

Oct. 17-19—*Indiana Broadcasters Association* fall convention. Theme: "Broadcasting's Changing Landscape." Airport Holiday Inn, Indianapolis. Information: (317) 638-1332.

Oct. 18—*International Radio and Television Society* newsmaker luncheon. Speaker: New York Mayor David Dinkins. Waldorf-Astoria, New York. Information: (212) 867-6650.

Oct. 18—Communications Excellence to Black Audiences awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—*Minnesota Broadcasters Association* 41st annual convention. Radisson hotel, St. Paul. Information: (612) 926-8123.

■ **Oct. 18-Nov. 15**—"Creating for Television," seminars sponsored by *American Film Institute*. AFI, Los Angeles. Information: (213) 856-7600.

Oct. 19—*Minnesota Association of Cable Television Administrators* sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

Oct. 19-20—*American Women in Radio and Television* South Central area conference. Hilton Inn, Northwest, Oklahoma City. Information: (405) 728-1111.

Oct. 19-21—*Investigative Reporters & Editors* regional conference. Westin hotel, Detroit. Information: (314) 882-2042.

■ **Oct. 19-Dec. 29**—"Comedians' Choice: Acts and Influences," screening series exploring influence of TV's past programs and performers on contemporary comedians. Museum of Broadcasting, New York. Information: (212) 752-4690.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

ERRATA

Following Radio-Television News Directors Association's 45th Annual International Conference and Exhibition in San Jose, NBC News President Michael Gartner said that **news division would end up this season $15 million-$20 million in red** due to escalating cost in covering Persian Gulf crisis. Gartner said it was his hope to have budget surplus in 1991.

A&E's prime time (8-12 p.m.) **ratings for second quarter 1990 were 0.7,** compared to 0.6 year earlier. Figure of 1.1 in ratings chart in Oct. 8 issue was combined figure from 8 p.m. to 4 a.m. And Family Channel's ratings for quarter in prime time were 0.8 (376,000 households), up from 0.7 (315,000 households) in year earlier period. Full day ratings remained steady at 0.5.

ALSO IN OCTOBER

Oct. 23—"The New Realities of Women's Power," conference sponsored by *Women, Men and Media*, headquartered at University of Southern California journalism department, including panel on "Women in Broadcast News." Columbia University Graduate School of Journalism, New York. Information: (212) 877-1250.

■ **Oct. 23-25**—*Kansas Association of Broadcasters* annual convention. Hilton East, Wichita. Information: Harriet Lange, (913) 235-1307.

Oct. 24—*Cable Television Administration and Marketing Society* management day. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 24—Annual Bayliss Media Roast, sponsored by *John Bayliss Broadcast Foundation*. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 24—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Morgan, president, WNYC Communications Group. Copacabana, New York. Information: (212) 768-4510.

■ **Oct. 24**—"Effect of Television News on Political Thought," brown bag lunch with Michael Milburn, professor of social psychology, University of Massachusetts, sponsored by *Joan Shorenstein Barone Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard University*. Taubman, Harvard, Cambridge, Mass. Information: (617) 495-8269.

Oct. 24-25—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 24-26—Third annual short course on "Management of Electromagnetic Energy Hazards," sponsored by *Rutgers University* and *Electromagnetic Energy Policy Alliance*. Cook College Campus, Rutgers University, New Brunswick, N.J. Information: (201) 932-9271.

Oct. 25—*Radio Advertising Bureau* regional sales training workshop: "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Detroit. Information: (212) 254-4800.

■ **Oct. 25**—"Eastern European Media in Transition," seminar on communications and society co-sponsored by *Gannett Center for Media Studies* and *Columbia University*. Gannett Center, journalism building, Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 25**—"How to turn an idea into a show and get it on the air," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*, featuring George Heinemann, producer, formerly with NBC, now professor, New York University. New York Television Academy, New York. Information: (212) 768-4510.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Park Vista hotel, Gatlinberg, Tenn. Information: (615) 399-3791.

■ **Oct. 26**—*Radio-Television News Directors Association* region 13 fall regional meeting. Omni Shoreham, Washington. Information: (202) 659-6510.

■ **Oct. 26**—"Bringing History to Television: The Challenge of Historical Documentary Making," inaugural address, presented by Henry Hampton, executive producer, PBS's *Eyes on the Prize*, for *Center for History in the Media*, new disciplinary program of departments of history and communication, George Washington University, GWU, Marvin Center, Washington. Information: (202) 994-7238.

■ **Oct. 26**—"Politics and Media," brown bag lunch with Jeff Greenfield, political and media analyst, ABC News, sponsored by *Joan Shorenstein Barone Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard University*. Taubman, Harvard, Cambridge, Mass. Information: (617) 495-8269.

Oct. 26-28—*American Women in Radio and Television* North Central area conference. Louisville, Ky. Information: Sondra Lee, (502) 426-2626.

■ **Oct. 27**—Presentation of Silver Circle Awards sponsored by *National Academy of Television Arts and Sciences, Washington chapter*, hosted by Fox's Maury Povich. Ramada Renaissance, Washington. Information: Dianne Bruno, (202) 587-3993.

■ **Oct. 27**—"Packaging and Selling Your Pro-

TOP OF THE WEEK

Homer's family comes within

FAMILIES FEUD

Don't have a cow, NBC, you still won Thursday night. However, Fox's *The Simpsons*—in its first head-to-head meeting with *The Cosby Show* with both series airing original episodes—finished one-tenth of a rating point behind the NBC powerhouse. Bart & Family pulled an 18.4 rating versus *The Cosby Show*'s 18.5, and both shows captured a 29% share of the audience.

The rating was the best ever for an episode of the animated show, and the share was the highest ever for a Fox series, beating the mark set by *Married...with Children* (last year's Christmas episode) of 18.4/27 by two share points.

The good news for all the networks was the three-network and Fox share rose to 84%, up more than 10 points from Thursday, Sept. 27, the last Thursday when regular series programing aired.

1/10 of a point of the Huxtables

TV NETWORKS: THE OTHER RATINGS DECLINE

Most Wall Street analysts cut earnings for 1990 and 1991; CBS and Capital Cities/ABC generally avoid being panned; Fox may out earn CBS

Wall Street has the knives out on network earnings. Even before the prime time ratings picture has cleared, securities analysts have been cutting earnings estimates for the network parent companies, largely because of weak advertising. Further estimate reductions could be made depending on the outcome of ratings and advertising, but financial interests and syndication changes and other investment considerations have kept either CBS or Capital Cities/ABC on the buy lists of most analysts.

The damage to earnings from the current scatter market was quantified by John Reidy and Jeffrey Russell of Smith Barney, Harris Upham & Co., who, discussing CBS, said the 10%-20% price discount estimated to currently exist would cut roughly $20 million-$40 million off network revenue and profit, which filters down to an after-tax earnings per share reduction of 50 cents-to-one dollar.

While agreeing about the operating problems many analysts disagree which network parent stock makes the better purchase or "hold." Alan Kassan of Morgan Stanley already saw signs in the first week of prime time ratings that CBS could have "...the initial building blocks for a prime-time ratings turnaround..." and thus maintained his buy rating on the stock. While most analysts were still waiting for more ratings information before making a judgment, some of them, such as Christopher Dixon of Kidder Peabody, were continuing to suggest the stock on the basis of a valuation logic: "CBS has roughly $105-$110 per share in cash, so...if you were to subtract the value of "Black Rock" and some of the TV stations, you would be getting the rest, including radio and the television network for free." Such logic is what has kept a floor under the stock's price over the past two years.

Kassan, in a report, "Capital Cities/ABC: Everything has already gone right," was skeptical about the ability of that company to improve margins. But the ABC parent company has at least as many supporters as CBS. Among the analysts that have buys on both stocks is Lisa Donneson of County NatWest.

Many analysts recommend Capital Cities/ABC for traditional reasons, including the company's perceived management talent and share repurchases. Also some, such as First Boston's Jessica Reif, said the stock historically trades at a premium to the average stock's price earnings ratio, but that it is now at a discount.

Earnings growth projections are dependent on not only what is happening currently but on comparisons with prior and future periods. For Capital Cities/ABC the comparisons include the fact that merger-related accounting benefits the company recognized last year are no longer available, while next year the company will have the Super Bowl which should benefit earnings.

Sports contracts comprise most of the unfavorable 1991 comparisons for CBS. The Super Bowl results helped 1990 earnings while the new football contract will result in a $30 million "negative swing" said Smith Barney's Reidy. He added the baseball contract could lead to a $25 million-or-greater loss for CBS, and, conversely, the basketball contract, now with NBC, had contributed more than $40 million in 1990 operating profits. Said Jay Nelson of Brown Brothers Harriman & Co.: "The adverse swing on these 1991-1990 events will...be around $2.30 per share after taxes."

Reidy said he wouldn't be shocked if the CBS television network didn't make any money in 1991.

Most securities analysts do not follow NBC as closely, in part because that network's earnings get lost in the total

TAKE TWO: WALL STREET PROJECTS TWO TELEVISION ECONOMIES

(In millions of dollars, except stock prices and earnings per share.)

CBS—154½*

	1989	1990	1991
TV Network revenue	$2,327-$2,350	$2,599-$2,700	$2,761-$2,850
TV station revenue	390-425	422-455	440-470
TV Network income	100-117	54-95	0-70
TV station income	133-159	146-165	156-170
Net earnings per share	$11.54	$11-$12.40	$9-$12.50

Capital Cities/ABC—438¾*

	1989	1990	1991
TV Network revenue	$2,400-$2,410	$2,650-$2,686	$2,875-$2,900
TV station revenue	795-820	840-855	880-905
TV Network income	160-257	305-364	375-402
TV station income	405-432	420-450	445-485
Net earnings per share	$27.25	$29-$31.01	$32-$36.50

Numbers for 1990 and 1991 represent range of estimates by securities analysts, including those at Smith Barney, Harris Upham & Co., Morgan Stanley; Kidder, Peabody & Co.; First Boston and County NatWest. Estimates of divisional revenue and income may also differ because of definitional differences.

*Closing stock price, as of Friday, Oct. 12.

picture of parent corporation, General Electric. One analyst projected NBC's 1990 earnings to be down by 10%-20%. As for Fox Broadcasting, First Boston's Reif said she was maintaining her estimated network earnings of $70 million for the year ending June 1991—the other three are on a calendar year—but added, "...this could be optimistic, particularly given the extremely weak television advertising market."

More positively an expected change in the financial interest and syndication rules is now making a regular appearance in securities analysts reports. Nelson said a change favorable to the networks could still negatively impact near-term earnings but added, "The networks could generate some substantial cost savings in ways that we haven't thought of or that even they haven't thought of yet." Another reason for some uncertainty regarding the change is whether the networks could be acquired, or be an acquirer. Wrote Reidy and Russell, the possibility of Capital Cities/ABC making a big purchase is a risk for the shares "...in a gun-shy stock market..."

Reasons for recommending the stocks also include the performance of the owned TV stations, which is expected to be moderate, and other divisions. Besides industry fundamentals, the stock's price, the stock price-to-earnings-per-share ratio, and the difference between the stock price and the company's hypothetical private market value per share. Also important is market psychology which, said Paine Webber's Alan Gottesman, is currently negative: "I think the atmosphere has gotten a little foul, and is not really attributable to either Capital Cities/ABC or CBS. We are hearing all kinds of stories about scatter and...since investors are skittish, it doesn't seem a propitious moment to be sticking one's head above the trench line." Gottesman is currently neutral on both stocks, perhaps a safe place to be considering that many "buy" recommendations have been maintained on both Capital Cities/ABC and CBS throughout the period when their stock prices declined by more than 20%. –GF

EUROPEAN COMMUNIQUE FROM THE MIPCOM FRONT

Late-breaking news from the fall program market which opened in Cannes, France, last Thursday (Oct. 11):

■ German pay film channel Premiere, due to launch next spring as a joint venture between European program powerhouses Canal Plus of France and Kirch Group of Germany, has selected the European satellite Astra as its main direct-to-home (DTH) satellite. The decision boasts Astra's chances of building a German DTH market for both its first bird and a soon-to-be launched second satellite. Premiere is also to be on the German telecommunications satellite Kopernikus, primarily for reach into cable homes, and is still grappling with the possibility of MAC DTH transmissions via the Franco-German DBS bird TVSAT2.

■ Carolco Films International said last week it has entered into a multiyear output deal with England's ITV network. According to John Ranck, CFI president, the deal gives ITV rights to all made-for-TV movies and mini-series produced by Carolco subsidiary Carolco Television Productions, including the recent movies, "Shattered Dreams" (Lindsay Wagner) and "Call Me Anna" (Patty Duke).

■ The Soviet Union wants its MTV too. MTV announced at MIPCOM it signed an agreement with Gostelradio to air one hour weekly of MTV on ch. 1 of the Soviet network, beginning Oct. 12. The music segment will be included in a weekly Friday night show for teens called *Glance*. MTV said that show is available to 88 million homes (95% of the country) and about 200 million potential viewers.

■ Beyond International of Australia and four European partners (BBC, Spain's TVE, Sweden's SVT, France's Gideon and RAI of Italy), announced the completion of a joint 10-part magazine series exploring changes in Europe called *Extra*. In addition to the five main partners, three other broadcasters produced segments for each episode: Poland's Poltel, Hungary's MTV and Spain's TVE.

■ Republic Pictures has bought Sugar Entertainment, Los Angeles. Sugar specializes in worldwide marketing of feature films. Sugar President Larry Sugar remains with the company, which will operate as a division of Republic Pictures International. With the acquisition of Sugar, Republic gets the international rights to such films as Stephen King's "Graveyard Shift" and "The Plastic Nightmare."

■ NBC International will distribute SportsChannel America product (about 3,500 hours annually) to overseas markets. NBC jointly owns SportsChannel America, and Rainbow Programing Services (Bravo and American Movie Classics) with Cablevision System, Long Island, N.Y. –AAG,SM

RATINGS ROUNDUP

The 1990-91 season continues to be competitive, with only 6/10 of a ratings point separating first and third place. For the week of Oct. 1-7, NBC was first with a 12.9 rating/22 share, followed by ABC with a 12.5/21 and CBS with a 12.3/21. Fox had a 6.2/11. By night, NBC won Wednesday, Thursday and Saturday; ABC won Tuesday, Friday and Sunday, and CBS won Monday. The top five shows of the week were: *Cheers*, for the third consecutive week (NBC), *The Cosby Show* (NBC), *A Different World* (NBC), *America's Funniest Home Videos* (ABC) and *Designing Women* (CBS).

Week 3 **Oct. 1–Oct. 7**

1st column tells rank, 2nd column tells position compared to last week. ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		21.1/33	N	Cheers
2	▲	19.5/33	N	Cosby
3	▲	19.4/31	N	A Different World
4	▲	18.9/30	A	Amer. Funniest Videos
5		18.2/28	C	Designing Women
6	▲	18.1/28	A	Roseanne
7	▲	18.0/28	A	Amer. Funniest People
8	▼	17.7/27	C	Murphy Brown
9	▲	17.2/28	N	Unsolved Mysteries
10	▼	17.1/31	N	Golden Girls
11	▼	16.9/31	N	Empty Nest
12	▲	16.4/26	N	Matlock
13	▲	15.9/25	A	Doogie Howser, M.D.
14	■	15.8/25	N	Grand
15	▲	15.6/25	A	Coach
16		15.5/25	A	Growing Pains
17	▼	15.4/25	A	Who's the Boss?
18	▲	15.2/24	N	Heat Of The Night
18	▲	15.2/27	A	Monday Night Football
20	▲	15.1/25	A	Wonder Years
21	▲	14.9/29	A	Full House
22	▲	14.6/24	A	Movie:Remember Me
22	▼	14.6/23	A	Head Of The Class
24		14.4/25	N	Lucky Chances, Pt.1
25	▲	14.3/26	A	Family Matters
25	▼	14.3/22	C	Major Dad
25	▲	14.3/23	N	Movie:Promise To Keep
28		14.2/24	C	Sun. A.L. Playoff
29	▼	13.7/25	N	Carol & Company
30	▲	13.6/25	C	Movie:Children/Bride
31		13.3/24	C	60 Minutes Spec.
32	▲	13.2/21	C	Jake and The Fatman
32	▲	13.2/21	C	Rescue: 911
32		13.2/24	C	Top Cops
32	▲	13.2/23	C	Trials Of Rosie O'Neill
36	▼	13.0/21	N	Fresh Prince Of Bel Air
37	▼	12.5/19	F	Married...With Children
38	▲	12.4/23	A	thirtysomething
39		12.3/24	C	Sat. A.L. Playoff
39	▼	12.3/20	A	Married People
41		12.2/21	C	Thurs. N.L. Playoff
42	▲	12.1/21	A	Macgyver
43	▼	11.8/21	A	Perfect Strangers
43	▲	11.8/22	N	Working It Out
45	▲	11.7/19	N	Dear John
46	▼	11.6/22	A	20/20
47	▼	11.5/21	N	Hunter
47	▲	11.5/18	N	Lifestories
49	▲	11.3/20	A	Primetime Live
49	▼	11.3/18	C	Uncle Buck
51	▼	11.2/17	N	Ferris Bueller
52		10.9/20	N	Law And Order Prev.
53	▼	10.8/18	C	Movie:Angel Of Death
54	▼	10.7/21	N	American Dreamer
55	▲	10.6/17	A	Father Dowling
56	▼	10.5/16	N	Fanelli Boys
56	▲	10.5/20	N	Parenthood
58	▼	10.3/19	A	Going Places
58	▼	10.3/17	F	In Living Color
60		10.1/19	N	Story Behind The Story
61	▲	10.0/18	C	Bagdad Cafe
61		10.0/16	A	Gabriel's Fire
63	▲	9.9/18	A	Life Goes On
64	▲	9.6/16	F	Simpsons
65	▼	9.5/17	N	Night Court
66	▼	9.3/10	C	Evening Shade
67	■	9.2/18	A	Twin Peaks
68	▼	9.1/17	N	Wings
69	▼	8.8/14	F	Get A Life
70		8.6/15	C	Thurs. N.L. Playoff Pre.
71	▲	8.1/15	N	Quantum Leap_
72		8.0/14	C	Sun. A.L. Playoff Pre.
72	▼	8.0/15	A	Young Riders
74		7.9/16	C	Sat. A.L. Playoff Pregame
74	▼	7.9/15	N	Midnight Caller
76	▼	7.8/12	F	Good Grief
77	▼	7.5/14	A	China Beach
78		7.3/17	C	Thurs. N.L. Playoff Post.
79	■	7.2/12	F	Beverly Hills 98210
79	▼	7.2/13	A	Cop Rock
81	▲	6.8/11	N	Hull High
81	▼	6.8/11	C	Lenny
83	▼	6.7/11	C	Doctor, Doctor
84	▲	5.7/11	F	Amer. Most Wanted
85	▼	5.4/9	F	Parker Lewis
86	▲	4.8/9	F	Cops
87	▲	4.7/9	F	Totally Hidden Video
87	▼	4.7/9	F	True Colors
89	▲	4.1/8	F	Haywire
90	▲	3.7/7	F	DEA
91		3.5/6	F	Against The Law
91	▲	3.5/6	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 30

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.7	220	99
2	Jeopardy! (King World)	11.4	215	98
3	Star Trek: Next Generation (Paramount)	9.4	223	98
4	Oprah Winfrey (King World)	8.6	222	99
5	Entertainment Tonight (Paramount)	7.9	158	95
6	Current Affair (20th Century Fox TV)	7.5	187	94
7	Cosby Show (Viacom)	7.4	206	98
8	Wheel of Fortune, wknd. (King World)	7.0	178	80
9	TV Net Movie (Tribune)	6.4	111	87
10	Donahue (Multimedia)	5.8	229	97
11	TV Net Extra (Tribune)	5.2	125	81
12	Inside Edition (King World)	5.2	125	81
13	Pro F'ball-Funniest Prank (Rotfeld Prod.)	4.8	170	96
14	Tale Spin (Buena Vista)	4.7	171	96
15	Chip 'N' Dale (Buena Vista)	4.6	183	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WXDJ-FM Homestead, Fla. □ Sold by New Age Broadcasting Inc. to Viva America Media Group for $14.5 million. Price is asset purchase agreement to be paid in full at closing. Station was acquired in December 1987. **Seller** is owned by Russell Oasis, Robert M. Potamkin and Alan H. Potamkin. Oasis is president of Oasis Broadcasting Inc.; Alan H. and Robert M. Potamkin have interests in Potamkin T-V Investments Inc., which owns 50% of voting stock of Tequesta Television Inc., which is partner of Phipps-Potamkin Television Partners, permittee of WPBF(TV) Tequesta, Fla. **Buyer** is owned by Amancio Victor Suarez, Charles M. Fernandez and Amancio Jorge Suarez, who have interests in Mambisa Broadcasting Corp., partner of assignor. Viva America Media Group has interests in licensee of WAQI(AM) Miami, and licensee of WRTO(FM) Goulds, Fla. WXDJ-FM has adult contemporary format on 95.7 mhz with 100 kw and antenna 982 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$382,000** □ **3**
FM's □ **$16,400,833** □ **4**
AM-FM's □ **$325,000** □ **2**
TV's □ **$0** □ **0**
Total □ **$17,107,833** □ **9**

Year to Date:

AM's □ **$88,438,068** □ **227**
FM's □ **$436,992,626** □ **210**
AM-FM's □ **$337,260,640** □ **187**
TV's □ **$792,841,900** □ **81**
Total □ **$1,655,533,234** □ **705**

For 1989 total see Feb. 5, 1990 BROADCASTING.

STABILITY

sta*bil*i*ty (stə bĭl' ə tē) *1. the state or quality of being stable, or fixed; steadiness 2. firmness of character, purpose, or resolution 3. permanence*

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WRSC(AM) State College and WQWK(FM) University Park, both Pennsylvania □ Sold by TMZ Broadcasting Co. to McVay Broadcasting of State College for $6 million. Stations were acquired in February 1989. **Seller** is headed by Robert Tudek, Everett Mundy and Robert Zimmerman and has interests in WTAD(AM)-WQCY(FM) Quincy, Ill.; WEST(AM)-WLEV(FM) Easton and WRKZ(FM) Hershey, both Pennsylvania, and WWAZ(AM)-WWLI(FM) Providence, R.I. **Buyer** is headed by Michael and Doris McVay, husband and wife, who own 19% voting stock and 23 shares of nonvoting stock of Erie Coast Communications Inc., licensee of WFDF(AM)-WDZZ(FM) Flint, Mich., and owns 15% of voting stock of Vista Communications Inc., general partner of Naples Radio Partners Ltd., licensee of WCOO(FM) Immocalee, Fla. Vista Communications Inc. owns 80% of voting stock of Key West Radio Inc., licensee of WKWF(AM)-WAIL(FM), Key West, Fla. WRSC has adult contemporary-news format on 1390 khz with 2.5 kw day and 1 kw night. WQWK has classic rock format on 97.1 mhz with 2000 w and antenna 404 feet. *Broker: Questcom Radio Brokerage Inc.*

KZAK(FM) Incline Village, Nev. □ Sold by North Lake Tahoe Broadcasting Company Inc. to New World Enterprises Inc. for $1.33 million. Price includes $50,000 escrow payment, $50,233 closing payment and $1,000,000 and $233,100 promissory notes. Station went on air in June 1983. **Seller** is headed by James King and has no other broadcast interests. **Buyer** is headed by David T. and Linda P. Newman, husband and wife; J. Duane Hoover, and Carlton J. Whitehead and has no other broadcast interests. KZAK has adult contemporary format on 100.1 mhz with 700 w and antenna 630 feet above average terrain. Station changed calls from KLKT.

WQTR(FM) Lake City, S.C. □ Sold by Florence County Broadcasting Co. to Wiggins Broadcasting for $500,000. Price includes $25,000 down payment, $75,000 cash at closing and $400,000 promissory note at 10%. Interest payments are for first 24 months, then principal and interest for 156 months. Station went on air in May 1977. **Seller** is headed by William R. Rollins and Robert R. Hilker, who also have interests in Blacksburg-Christiansburg Broadcasting Co., licensee of WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; Suburban Caribbean Communications Inc., licensee of WSTX-AM-FM

James A. Gammon, President

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THE 'OTHER' INDEPENDENTS: SHARING THE SUCCESS OF FOX

With Fox taking more time from affiliates and bidding less on syndicated fare, other independents are able to bid on previously unattainable shows; best place for 'traditional' independent station appears to be in markets 21-50

Traditional independent TV stations for the most part, appear to be riding the coattails of their Fox-affiliated brethren to solid revenue growth and improved status in the marketplace. With more programing available and the second class status that independents have felt through the years lifting, independents are managing a smile during an otherwise dreary year for many broadcasters.

Much of the non Fox independent's growth can be attributed directly to Fox's success. With Fox taking more time from affiliates and bidding less on movie packages and syndicated programing, the second and/or third independents are finding themselves in a position to bid for programing that not too long ago, was unattainable. Said one programing executive: "Independent stations have enormous opportunities and some big advantages and a terrific future if they can manage the supply of software that assures them of being the players of programing that the public wants to see in their markets."

The best place for an independent station to be these days appears to be in markets 21-40, because, with a few exceptions, there is only one "true" independent in those markets (see chart). Overall, there are 135 "traditional independent stations"—those that are not affiliated with Fox or air specialty programs, such as specific-language shows or home shopping networks. Of those, 43—or 31%—are concentrated in the top-20 markets. Andrew Banks, a partner in ABRY Communications, which owns WNUV-TV Baltimore, WITI(TV) Cincinatti, KZKC(TV) Kansas and is in the process of acquiring WTTO(TV) Birmingham, Ala., and WCVG(TV) Milwaukee, said that "if you are an independent in Los Angeles, you would think that you would be an important station in an important market. On the contrary, you find yourself competing with four or five independents, three affiliates and a plethora of cable stations, and you would be fortunate to acquire one or two quality shows in your lineup." Independents in markets outside of the top-20, according to Banks, are in a "superior position when it comes to programing stations which has strong implications in the financial health of those stations."

In several markets there are "programing franchises" that are being left to the independents, including sports and movies. With Fox expanding, it is becoming more and more difficult for their affiliates to fill those niches. "We pray nightly for the success of Fox because they are helping to establish a stronger rate card," said Banks. In some markets, Banks said he is seeing situations where a car dealer who has been buying a 30-second spot on a Fox affiliate for $400 now pays $1,500 to $2,000 for the same spot. Those increases trickle down to independents and, according to Banks, "eliminates the prospect of downward [pricing] pressure." Said Banks: "Ultimately, you have to deliver the ratings. Fox programing has enabled affiliates to deliver higher ratings and independents—with the migration of higher quality syndicated shows—have also improved ratings. It is the big three affiliates that come out with the short end of the stick, it has to come from somewhere." There are many Fox affiliates that have managed to hang on to both sports and Fox programing; however, whether that will be the case when Fox goes to seven nights remains to be seen.

Children's programing is another area where non Fox independents are finding room to excel. Fox's decision to enter the

THREE TIERS OF NON-FOX INDEPENDENTS

Market	*Non-Fox Indies*	*% of non-Fox total*
1-20	43	31%
21-50	32	23.7%
51-209	60	44%

Note: According to the Association of Independent Television Stations, there are 339 independent TV stations, 133 of which are considered Fox affiliates. Of the remaining 206 stations, 135 are considered "true" independents. For the purpose of this chart, BROADCASTING did not include independent stations that program the Home Shopping Network, foreign language programing or other "nontraditional" shows.

children's programing business has allowed independents to pick up the Disney afternoon. Said Randy Smith, general manager, WPHL-TV Philadelphia: "Here is a case where Fox network activities are pushing desirable products my way." According to the Nielsen Station Index, the majority of Fox stations underdelivered and are being soundly beaten by the Disney afternoon.

That does not mean that independents everywhere are cleaning up. In overcrowded independent markets such as Dallas, where there are five independents, stations sometimes resort to creative scheduling to separate themselves from the masses. For example, KDFI-TV airs *Sally Jesse Raphael* in prime time instead of daytime. The show does a four share, which station President John McKay said is better than it would do against *Oprah, Geraldo* and *Joan Rivers*. The station also produces its own children's show—*Club 27*—which airs cartoons and has a studio audience and clowns.

The story is not without a downside. As cable networks grow, they will become bigger competitors for programing and national spot dollars. Two weeks ago, Paramount and MCA bypassed the syndication market and sold their most recent premium movie package to the USA Network. Whether bypassing syndication for cable will become a trend remains to be seen. Some in the cable industry have criticized basic cable networks for paying too much for the packages. Turner Entertainment Networks President Scott Sassa said that such buys suggest a "lack of creativity" and that basic cable networks are unnecessarily spiraling programing costs. That is a lesson that independents have already learned and some have started to develop their own programing to replace expensive syndication packages. WWOR-TV New York, KCOP-TV Los Angeles and MCA are co-producing three first-run prime time programs this season; group owner Tribune has teamed up with TBS to buy Viacom's *Features 14* package. **-JF**

DIAL A JOB

For 95 cents per minute, those seeking jobs in TV, commercials, films, stage, voice-over, modeling and extras, may be just a phone call away. A new telephone employment service, Casting Crew Infoline, gives actors and crew members access to entertainment jobs by dialing 1-900-454-3266, 24 hours a day. A listing of jobs categorized by age, physical type, union status, equipment, skills and schedule is provided by the menu-driven digital system launched by producers Jeff Apple and David Brein as part of Gateway Information Services Inc.

Once a job is identified, the applicant then drops off a resume packet at one of the Casting Crew drop boxes at select southern California 7-Eleven stores for daily pickup by a Gateway courier. Casting directors may list a position at no charge by calling 213-204-1000 or 800-487-1091 (outside Calif.).

NETWORK COSTS HURT 3RD QUARTER PROFITS AT CBG

Higher television network costs at CBS were primarily responsible for declining income for the CBS Broadcast Group (CBG), the company said last week. Profit dropped from $50.2 million to $17.8 million as costs jumped 19% to $644 million, "largely reflecting higher expenditures at the television network in...new program development, original summer programing and program rights fees for sporting events.... Costs at CBS News also rose to support complete coverage of the Persian Gulf crisis."

Revenue was also up at CBG by 12% to $662 million, with TV network revenue gaining 10%, "lifted mainly by broadcasts of Major League Baseball." During the quarter the network aired the All Star game and 11 regular season games. Although the TV network reported a loss, CBS TV station profits rose, "led by better results at the Los Angeles, Miami and New York stations, said to be helped by improved news ratings." Also higher were sales and profits at CBS radio due to "improved performance of both AM and FM station groups." Net corporate income dropped $4 million, to $43.3 million, while general corporate income dropped roughly 6%, to $7.2 million.

The decline in earnings will likely continue, said CBS, for the "near term... as a consequence of higher network programing costs and a softening economic climate for advertising."

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FOR THE RECORD

As compiled by BROADCASTING from Oct 4 through Oct 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTOB(AM) Petaluma, CA** (BTC900924ED; 1490 khz; 1 kw-U)—Seeks assignment of license from North Bay Broadcasting Inc. to Petaluma Radio (KTOB) Partners for $10,000. Seller is owned by Louis T. Holmes. Buyer is owned by Erin M. Grant, Gordon Smith, Rosie Casals, Sam Harrell, Ken Moore, Peter Thigpen and Ken Sleeman and has no other broadcast interests. Filed Sept. 24.

■ **WXDJ-FM Homestead, FL** (BAPLH900921HP; 95.7 mhz; 100 kw)—Seeks assignment of license from New Age Broadcasting Inc. to Viva America Media Group for $14.5 million. Seller is owned by Russell Oasis, Robert M. Potamkin and Alan H. Potamkin. Oasis is president of Oasis Broadcasting Inc.; Alan H. and Robert M. Potamkin have interests in Potamkin T-V Investments Inc., which owns 50% voting stock of Tequesta Television Inc., which is partner of Phipps-Potamkin Television Partners, permittee of WPBF(TV) Tequesta, FL. Buyer is owned by Amancio Victor Suarez, Charles M. Fernandez and Amancio Jorge Suarez, who have interests in Mambisa Broadcasting Corp., partner of assignor. Viva America Media Group is general partnership between Mambisa Broadcasting Corp. (MBC) and Viva Broadcasting Corp. (VBC). MBC is managing and controlling partner. MBC owns stock of Licensee Corp. #1 (LC1), licensee of WAQI(AM) Miami, and Licensee Corp. #2 (LC2), licensee of WRTO(FM) Goulds, FL. Amancio Victor Suarez has interests in MBC, LC1 and LC2. VBC is owned by Hettel Broadcasting Corp., licensee of KTNQ(AM)-KLVE(FM) Los Angeles. Filed Sept. 21.

■ **KZAK(FM) Incline Village, NV** (BALH900914HR; 100.1 mhz; 700 W; ant. 630 ft.)—Seeks assignment of license from North Lake Tahoe Broadcasting Co. Inc. to New World Enterprises Inc. for $1,333,333. Seller is headed by James King. Buyer is headed by David T. and Linda P. Newman, husband and wife, J. Duane Hoover and Carlton J. Whitehead and has no other broadcast interests. (KZAK[FM] was recently changed from KLKT[FM].) Filed Sept. 14.

■ **KVSF(AM)-KNYN(FM) Santa Fe, NM** (AM: BAL900927ED; 1260 khz; 5 kw-D; 1 kw-N; FM: BALH900927EE; 95.5 mhz; 19 kw; ant. 1,850 ft.)—Seeks assignment of license from James T. Davis, trustee, to Radio Santa Fe Inc. for assumption of debt. Consideration for assignment of license will be release and forgiveness of all debt due buyers. Seller has no other broadcast interests. Buyer is owned by James R. Curtis Jr., James H. Hurst, Guy N. Harrison and Jerry L. McCaffity. Curtis owns KFRO(AM) Longview and KLSQ(FM) Gilmer, both Texas. Filed Sept. 27.

■ **WEEB(AM) Southern Pines, NC** (BAL900924EE; 990 khz; 10 kw-D)—Seeks assignment of license from Richardson Broadcasting Group to Sandhills Radio Inc. for $315,000. Seller is headed by Lawrence E. Richardson. Buyer is owned by Gardner H. Altman and has interests in WRCS(AM)-WQDK(FM) Ahoskie, NC. Filed Sept. 24.

■ **WBFD(AM)-WRAX(FM) Bedford, PA** (AM: BAL900924EA; 1310 khz; 5 kw-D; 85 w-N; FM: BALH900924EB; 100.9 mhz; 3 kw)—Seeks assignment of license from B&N Broadcasting Inc. to Kessner Broadcasting Corp. for $325,000. Seller is headed by Bernard J. and Nancy B. Rock, husband and wife. Buyer is owned by Lawrence Kessner and Virginia Carson and has no other broadcast interests. Filed Sept. 24.

■ **WQTR(FM) Lake City, SC** (BALH900920HO; 100.1 mhz; 1.3 kw)—Seeks assignment of license from Florence County Broadcasting Co. to Wiggins Broadcasting for $500,000. Seller is headed by William R. Rollins and Robert R. Hilker, who also have interests in Blacksburg-Christiansburg Broadcasting Co., licensee of WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; Suburban Ca-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.